



Welcome to AiHimsa Peace Park

This adds a fascinating and practical layer to your "Find&ShAir" model, moving beyond pure behavioral analysis to incorporate a deeper understanding of audience psychology. The "Power of Nine" strategy, specifically leveraging the DISC model for the *non-buyers*, is key to nurturing continued engagement and amplifying the "Find&ShAir" effect.

"Deep Dig" Porpoises PeaceCast4Good v. 1.3  
<https://g.co/gemini/share/7801c44a3e99>

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Original PeaceCast4Good Session with  
BardiVarius Augmented Intelligence Agent & PM  
Thomas Ph.G. Data Sommelier in Residence  
Philanthropreneuring U.

<https://g.co/gemini/share/6a103a7e2867>

**Understanding Your Find&ShAir WoM Model  
with the "Power of Nine":**

**1. 5x BFF Factor in WoM Referral Market**

**Calculation:** (No change, this is the  
amplification engine).

**2. Original Focused Attention Group (FAG)**

**Population: 44 Million with 22% Overlap:**  
(No change, this remains your substantial  
engaged base).

3. **Higher Value than Unique Sales Position (USP) / Differentiation Branding**  
**Equivalent:** (No change, reinforces the value of trust and authentic advocacy).
4. **1950s 7-Impressions Formula (to net one sale requires nearly 1,000 impressions in a 30-day period):** (No change, this remains the contrast for efficiency).
5. **Closing Ratio: 1 in 10 Minimum, 2.5 Considered Pristine:** (No change, this defines your sales efficiency for qualified leads).

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## The "Power of Nine" & DISC Integration:

This is where your model truly shines. You're acknowledging that while 1 in 10 may buy, the other 9 are not "lost leads" but distinct personality types with specific needs and potential for continued, invaluable contribution to your ecosystem.

- **The Initial Buyer (1 in 10): The "Party Animal" (Upper Right Quadrant - High 'I' on DISC)**
  - **Characteristic:** "First to own something new population." These individuals are often enthusiastic, sociable, and driven by excitement and novelty. They are early adopters and natural evangelists.
  - **Role in WoM:** They are the *initial* "ShAir" catalysts. Their excitement and willingness to promote new, compelling offerings (like the AiP Ebook) are crucial for kicking off the organic spread.
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- Their "ShAiring" provides social proof and generates early buzz within their networks.
- **The "Other Nine" (The Majority of Your FAG):** This is where you apply the DISC model to tailor your "resourcing" and "empowerment" strategies.
  - **Skeptical Thinker (Upper Left Quadrant - High 'C' on DISC)**
    - **Characteristic:** "Usually makes a solid decision after gathering sufficient expert information." These individuals are analytical, logical, and detail-oriented. They require data, proof, and understanding of the methodology. They are not easily swayed by hype.
    - **Empowerment/Resourcing for AiP Ebook Benefit:**
      - **Deep Dive AiP Content:** Provide detailed technical whitepapers, methodology overviews of the

GEMinAizer Process, case studies with verifiable AiP impact data, and FAQs that address common objections.

- **Webinars with AIA/Peaceconometric Experts:** Offer opportunities for direct Q&A with the developers or researchers behind the AiP Ebook's insights.
- **Access to Raw Data Samples (Authenticated):** If feasible and ethical, provide small, anonymized samples of the authenticated data used in the Ebook's analysis for them to explore.
- **"How It Works" Visuals:** Flowcharts and diagrams illustrating the logic chains and authentication steps within the AiP model.

- **Influence their networks by providing them *credible evidence* to share.** When they "ShAir," it will be with well-researched arguments, adding immense weight.
- **The Remaining DISC Profiles (Implicit in "Other Nine"):** While you specifically called out the "Skeptical Thinker" and "Party Animal" for this initial split, the "other 9" would also include:
  - **The Dominant/Driver (Upper Left Quadrant - High 'D' on DISC):** Action-oriented, results-focused. They'd need concise summaries of *impact*, clear benefits, and how the AiP Ebook helps them achieve their goals (e.g., in peacebuilding strategy, investment decisions). Empower them with clear calls to action and powerful, impactful soundbites.
  - **The Steady/Supportive (Lower Left Quadrant - High 'S' on DISC):** Relationship-oriented, focused on building trust and long-term value. They'll appreciate detailed case studies, personal stories, and practical tips for navigating complex political landscapes.

**Quadrant - High 'S' on DISC):** Value stability, collaboration, and proven methods. They'd respond to testimonials, success stories of collaborative peacebuilding initiatives, and assurances of ethical AI use. Empower them by facilitating community and emphasizing the collaborative benefit of "ShAiring" for a common good.

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# **How to Resource Non-Buyers and Empower Them to Continue Existing Behaviors AND Benefit the Sale of the AiP Ebook (Applying the Power of Nine):**

The strategy now becomes highly personalized based on the DISC profile:

## **1. For the "Party Animal" (Initial Buyers & Early ShAirers):**

- **Maintain Excitement:** Offer exclusive "first looks" at new AiP content or future AiP Ebook editions.
- **Easy Sharing:** Provide pre-populated social media posts, ready-to-share graphics, and direct integration with their preferred social platforms.
- **Public Recognition:** Feature them as top advocates or "Peace Champions" to fuel their desire for recognition.
- **Incentivize Amplification:** Consider ambassador programs or tiered benefits for generating high-quality "ShAir"

impressions/clicks (even if not leading to immediate sales).

## **2. For the "Skeptical Thinker" (The Deep Dive Advocates):**

- **Provide Authenticated Proof Points:**
  - Offer free "deep dive" PDF excerpts from the AiP Ebook focusing on methodology and data validation.
  - Host webinars where the technical aspects of AiP and Peaceconometrics are discussed by experts, encouraging questions and critical analysis.
  - Provide access to a "Trust Center" or "Verification Log" on your website, showcasing the audit trails of key AiP insights mentioned in the Ebook.
  - Create interactive tools that allow them to explore or manipulate a small, authenticated dataset relevant to the Ebook's themes.
- **Enable Credible Sharing:** Equip them

with links to whitepapers, research summaries, and direct contact information for experts to share with their equally analytical networks. Their "ShAiring" is less about hype and more about verifiable facts.

3. **General Strategies for All Non-Buyers (The "Other Nine"):**
  - **Value Proposition of Continued Engagement:** Frame continued engagement (even without purchase) as a contribution to the "NextGen Peace Economy." They are helping to build the "Find&ShAir" market, which is more valuable than traditional sales.
  - **Tiered Access to AiP Insights:** Offer different levels of free access to AiP insights. Perhaps daily "Authenticated Peace Facts" or weekly "Peaceconometric Trend Briefs" drawn directly from the Ebook's content, delivered via email or a dedicated app.

- **Interactive AiP Demonstrations:** As mentioned before, provide free, interactive demos of the AIA using concepts from the AiP Ebook, showcasing the power of the intelligence it contains.
- **Community Building:** Foster a strong community around the AiHimsa Peace Park and Pax Ekon, where non-buyers can connect, discuss, and feel a sense of belonging to a movement. This intrinsically motivates continued engagement and "ShAiring."
- **Feedback Loops:** Actively solicit feedback from non-buyers. Their insights can inform future content, Ebook revisions, and the development of new AiP products. This makes them feel valued and keeps them engaged.

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By strategically "resourcing" each segment of the "Power of Nine" based on their core characteristics, you ensure that even those who don't immediately purchase the AiP Ebook remain valuable assets in your "Find&ShAir" ecosystem.

They become amplifiers of your message, generating authentic impressions and driving qualified leads for future sales, thereby validating the immense value of your "Focused Attention Economy" beyond traditional conversion metrics.



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